

DETAILED ACTION

1. Claims 1-6 are pending in this communication filed 10/01/10 entered as Appeal Brief and to the Appeals Conference held 10/18/10 with the decision being to Allow.
2. The 35 USC 112 First Paragraph Rejection has been overcome by Applicants' convincing arguments and is hereby withdrawn.
3. The 35 USC 112, Second Paragraph Rejection has been overcome by Applicants' convincing arguments and is hereby withdrawn.

EXAMINER'S AMENDMENT

An Examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to Applicants', an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this Examiner's amendment was given in an Interview on 18 November 2010 and in a telephone call on the same date and in an e-mail on 19 November 2010 by Attorney Steven Slater.

AMENDMENT TO THE CLAIMS

1. (Presently Amended) A method operative on a web server to facilitate a web-based information exchange between a broker and a set of wholesale lenders, comprising:

exposing, on a display device of a computer platform at a broker location, to the broker at least one generic mortgage lender profile over said web-based information exchange, the at least one generic mortgage lender profile simultaneously exposing

generic mortgage profile information for a plurality of different specific wholesale lenders;

applying a given generic mortgage lender profile, said generic mortgage lender profile being stored as computer readable code on a server connected to said computer platform over a network connect, to given data to identify a set of one or more specific wholesale lenders who meet criteria specified in the given data, responsive to entry by the broker of the given data; and

exposing, on said display device of said computer platform at a broker location, to the broker a specific mortgage lender profile instantiated with a set of unique lender characteristics for use by the broker in completing a mortgage transaction over said web-based information exchange, responsive to selection by the broker of one of the specific wholesale lenders.

2. **(Previously Presented)** The method as described in Claim 1 wherein the set of unique lender characteristics includes a rate sheet.

3. **(Previously Presented)** The method as described in Claim 1 wherein the set of unique lender characteristics includes an eligibility matrix.

4. **(Previously Presented)** The method as described in Claim 1 wherein the set of unique lender characteristics includes a lock sheet.

5. **(Previously Presented)** The method as described in Claim 1 further including the step of displaying to the broker mortgage rates and prices.

6. **(Previously Presented)** The method as described in Claim 1 further including the step of having the broker lock a loan online.

Reasons for Allowance

3 Claims 1-6 are allowed.

The following is an Examiner's statement of reasons: The best prior art of record, Levine et al. discloses a loan origination phase where the borrower contacts the lender or broker working with a lender. McDonald et al. discloses a rate sheet and displaying to a broker mortgage rates and prices. Levine et al. and McDonald et al. did not disclose an information exchange between a broker and wholesale lenders during the origination phase. The Lebda et al. reference discloses some aspects of making a loan over the Internet but neither discloses or suggests the features of an information exchange between a broker and wholesale lenders during the origination phase.

Other Relevant Prior Art

Business Wire, "On-line Mortgage Trading System Debuts" discloses IMX Mortgage Exchange developing Secure technology to connect to brokers and lenders for mortgage lenders and originators to buy and sell mortgage loans in a more efficient and economical manner.

PR Newswire, "PMI picked by IMX Mortgage Exchange to provide pmi AURA (SM) Scores, Contract Underwriting Services" disclosed PMI as being selected by IMX to provide contract underwriting, pre-approval, and pmi AURA (SM) Scoring reviews in conjunction with originators using IMX's Matchmaker System.

Muolo, Paul, "Farewell, Big Pond-Hello, Startup".

Credit Risk Management Report, "Marketplace Profile: Network Vendor".

An extensive search of the applicable prior art was done but showed no better references.

Any comments considered necessary by Applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Inquiries

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ella Colbert whose telephone number is 571-272-6741. The examiner can normally be reached on a Flexible Schedule.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Trammell James can be reached on 571-272-6712. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Ella Colbert/
Primary Examiner, Art Unit 3694

November 18, 2010